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7590 Robert E. Bushnell Suite 300 1522 K Street, N.W. Washington, DC 20005-1202			EXAMINER SCHNURR, JOHN R	
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SHORTENED STATUTORY PERIOD OF RESPONSE		MAIL DATE	DELIVERY MODE	
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Please find below and/or attached an Office communication concerning this application or proceeding.

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Office Action Summary

Application No.

10/775,244

Applicant(s)

WON, YONG-MOON

Examiner

John R. Schnurr

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 11 February 2004.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-14 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-14 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☒ The drawing(s) filed on 11 February 2004 is/are: a) ☒ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☒ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☒ All b) ☐ Some * c) ☐ None of:
- 1) ☒ Certified copies of the priority documents have been received.
 - 2) ☐ Certified copies of the priority documents have been received in Application No. _____.
 - 3) ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☒ Information Disclosure Statement(s) (PTO/SB/08)
Paper No(s)/Mail Date 02/11/2004.
- 4) ☐ Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____
- 5) ☐ Notice of Informal Patent Application
- 6) ☐ Other: _____

DETAILED ACTION

1. This Office Action is in response to Application No. 10/775,244 filed 02/11/2004.
Claims 1 – 14 are pending and have been examined.
2. The information disclosure statement (IDS) submitted on 02/11/2004 was considered by the examiner.

Claim Rejections - 35 USC § 103

3. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.
4. The factual inquiries set forth in *Graham v. John Deere Co.*, 383 U.S. 1, 148 USPQ 459 (1966), that are applied for establishing a background for determining obviousness under 35 U.S.C. 103(a) are summarized as follows:
 1. Determining the scope and contents of the prior art.
 2. Ascertaining the differences between the prior art and the claims at issue.
 3. Resolving the level of ordinary skill in the pertinent art.
 4. Considering objective evidence present in the application indicating obviousness or nonobviousness.
5. Claims 1, 2, 4, 5, 8, 9, 11 and 12 are rejected under 35 U.S.C. 103(a) as being unpatentable over Ebling et al. (US Patent 7,150,029) in view of Anderson et al. (US Patent Application Publication 2003/0154481).

Consider **claim 1**, Ebling et al. clearly teach a system for processing ETT data, shown in Fig. 18;

detecting whether an extended text table (ETT) packet (The packetized decoded transport stream input to decoder 100 from unit 17 (or units 72, 74 or 78) contains video, audio and data representing TV programs, for example, and also contains sub-picture data. ... As such, the sub-picture data includes multimedia objects acquired using MODs and an EIT containing descriptive lists of programs (events) receivable on the sub-channels listed in a CIT and also contains an ETT containing text messages describing programs and program sub-channels. Column 11 Lines 53-65 Ebling et al.) exists by retrieving received packets; (The individual packets that comprise either particular program channel content, or program specific information, are identified by their Packet Identifiers (PIDs). Processor 22 separates data according to type based on an analysis of Packet Identifiers (PIDs) contained within packet header information and provides synchronization and error indication information used in subsequent video, audio and data decompression. Column 10 Lines 51-58 Ebling et al.)

confirming a program including the extended text table (ETT) packet, when the existence of the extended text table (ETT) packet is detected; (Processor 22 matches the PIDs (or other data identifiers e.g. TCP/IP identifiers, SCIDs etc.) of incoming packets provided by unit 17 (or units 72, 74 and 78 for Internet, cable or satellite data sources) with PID values pre-loaded in control registers within unit 22 by processor 60. Further, processor 60 accesses, parses and assembles the program specific information packets captured by processor 22 and stores the program specific information within its internal memory. Column 11 Lines 36-44 Ebling et al.)

(providing visual indication) of the existence of extended text table (ETT) information corresponding to said program; (ETT containing text messages describing programs and program sub-channels. Column 11 Lines 64-65 Ebling et al.) and

displaying an extended text message (ETM) corresponding to the extended text table (ETT) information (Unit 37 also processes EIT, ETT and other information to generate pixel mapped data representing, subtitling, control and information menu displays including selectable menu options, and other items, for presentation on unit 50. Column 13 Lines 24-27 Ebling et al.), said extended text message (ETM) providing detailed information about the television program (ETT containing text messages describing programs and program sub-channels. Column 11 Lines 64-65 Ebling et al.)

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However, Ebling et al. do not explicitly teach providing a visual indicator on the EPG screen indicating the existence of ETT data. Specifically, Ebling et al. do not teach:

providing a visual indicator to a television program listed in an electronic program guide (EPG) displayed on the electronic program guide (EPG) screen, when an electronic program guide (EPG) ON command is requested by a viewer of said digital television, said visual indicator providing a visual indication

(providing detailed information) when the user selects the visual indicator.

In the same field of endeavor Anderson et al., which discloses a system for indicating the existence of supplemental data associated with a program on an EPG, shown in Fig. 2, clearly teach;

providing a visual indicator to a television program listed in an electronic program guide (EPG) displayed on the electronic program guide (EPG) screen **(Fig. 1 For example, in block 140, the show "Willy Wallaby" has associated with it 1-screen supplementary content that is transmitted in association with the program, by means of an ATVEF enhancement viewable on a digital set top box designed to receive it. [0016] Anderson et al.)**, when an electronic program guide (EPG) ON command is requested by a viewer of said digital television, said visual indicator providing a visual indication **(Second, the program schedule distributed using the NOC may be provided in an Electronic Program Guide (EPG) to a user of an enhanced television system 280 and 282, allowing such a viewer to directly select a predefined unique symbol representing a program with supplementary content using the user interface and data access capabilities of such an enhanced television system. [0025] Anderson et al.)**

(providing detailed information) when the user selects the visual indicator. **(The predefined unique symbol displayed in conjunction with program listings in the EPG may then be directly selectable by the viewer using a remote control, mouse, or other selection device [0029] Anderson et al.)**

Therefore, at the time the invention was made, it would have been obvious to one with ordinary skill in the art to have provided an indicator on the EPG when supplemental data was available, as taught by Anderson et al., in the system disclosed by Ebling et al. for the advantage of alerting the viewer to the existence of supplemental data being associated with a program (See Paragraph [0008] of Ebling et al.).

Consider **claim 2**, Ebling et al. combined with Anderson et al., as in claim 1, clearly teach a system for processing ETT data and indication of ETT data on an EPG screen;

The method as set forth in claim 1, said step of detecting comprising detecting packet identifiers (PIDs) of all the received packets of a transport stream for a PID value corresponding to the extended text table (ETT) packet. **(Fig. 18: The individual packets that comprise either particular program channel content, or program specific information, are identified by their Packet Identifiers (PIDs). Processor 22 separates data according to type based on an analysis of Packet Identifiers (PIDs) contained within packet header information and provides synchronization and error indication information used in subsequent video, audio and data decompression. Column 10 Lines 51-58 Ebling et al.)**

Consider **claim 4**, Ebling et al. combined with Anderson et al., as in claim 1, clearly teach a system for processing ETT data and indication of ETT data on an EPG screen;

The method as set forth in claim 1, said step of providing a visual indicator comprising inserting character information **(The predefined unique symbol in this embodiment of the invention for programs that have two-screen static web content is the text string "(W-S)". [0013] Anderson et al.)** pertaining to the existence of the extended text table (ETT) information **(ETT containing text messages describing programs and program sub-channels. Column 11 Lines 64-65 Ebling et al.)** in a predetermined position of a cell portion of the electronic program guide (EPG) screen corresponding to the television program **(Fig. 1 block 120 Anderson et al.)** including the extended text table (ETT) information. **(ETT containing text messages describing programs and program sub-channels. Column 11 Lines 64-65 Ebling et al.)**

Consider **claim 5**, Ebling et al. combined with Anderson et al., as in claim 1, clearly teach a system for processing ETT data and indication of ETT data on an EPG screen;

The method as set forth in claim 1, said step of providing a visual indicator comprising adding a specific icon **(Fig. 1. Cell 140 Anderson et al.)** to a cell portion of the electronic program guide (EPG) screen corresponding to the television program **(A predefined unique symbol denoting**

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programs with one-screen interactive content in this example is a graphic including a lightning bolt and a diagonally split rectangle. [0016] Anderson et al.) including the extended text table (ETT) information. (As such, the sub-picture data includes multimedia objects acquired using MODs and an EIT containing descriptive lists of programs (events) receivable on the sub-channels listed in a CIT and also contains an ETT containing text messages describing programs and program sub-channels. Column 11 Lines 60-65 Ebling et al.)

Consider **claim 8**, Ebling et al. clearly teach a system for processing ETT data, as shown in Fig. 18;

detecting whether an extended text table (ETT) packet (The packetized decoded transport stream input to decoder 100 from unit 17 (or units 72, 74 or 78) contains video, audio and data representing TV programs, for example, and also contains sub-picture data. ... As such, the sub-picture data includes multimedia objects acquired using MODs and an EIT containing descriptive lists of programs (events) receivable on the sub-channels listed in a CIT and also contains an ETT containing text messages describing programs and program sub-channels. Column 11 Lines 53-65 Ebling et al.) exists by retrieving received packets; (The individual packets that comprise either particular program channel content, or program specific information, are identified by their Packet Identifiers (PIDs). Processor 22 separates data according to type based on an analysis of Packet Identifiers (PIDs) contained within packet header information and provides synchronization and error indication information used in subsequent video, audio and data decompression. Column 10 Lines 51-58 Ebling et al.)

confirming a virtual channel (In the following discussion, an RF channel or Physical Transmission Channel (PTC) refers to an allocated broadcaster transmission channel band which encompasses one or more sub channels (also termed virtual or logic channels). Column 10 Lines 2-6 Ebling et al.) including the extended text table (ETT) packet, when the existence of the extended text table (ETT) packet is detected; (Processor 22 matches the PIDs (or other data identifiers e.g. TCP/IP identifiers, SCIDs etc.) of incoming packets provided by unit 17 (or units 72, 74 and 78 for Internet, cable or satellite data sources) with PID values pre-loaded in control registers within unit 22 by processor 60. Further, processor 60 accesses, parses and assembles the program specific information

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packets captured by processor 22 and stores the program specific information within its internal memory. Column 11 Lines 36-44 Ebling et al.)

(providing visual indication) of the existence of extended text table (ETT) information corresponding to said television channel; **(ETT containing text messages describing programs and program sub-channels. Column 11 Lines 64-65 Ebling et al.)** and

displaying an extended text message (ETM) corresponding to the extended text table (ETT) information **(Unit 37 also processes EIT, ETT and other information to generate pixel mapped data representing, subtitling, control and information menu displays including selectable menu options, and other items, for presentation on unit 50. Column 13 Lines 24-27 Ebling et al.)**, said extended text message (ETM) providing detailed information about the television channel **(ETT containing text messages describing programs and program sub-channels. Column 11 Lines 64-65 Ebling et al.)**

However, Ebling et al. do not explicitly teach providing a visual indicator on the EPG screen indicating the existence of ETT data. Specifically, Ebling et al. do not teach:

providing a visual indicator to a television channel listed in an electronic program guide (EPG) displayed on the electronic program guide (EPG) screen, when an electronic program guide (EPG) ON command is requested by a viewer of said digital television, said visual indicator providing a visual indication
(providing detailed information) when the user selects the visual indicator.

In the same field of endeavor Anderson et al., which discloses a system for indicating the existence of supplemental data associated with a program on an EPG, as shown in Fig. 2, clearly teach;

providing a visual indicator to a television channel listed in an electronic program guide (EPG) displayed on the electronic program guide (EPG) screen, when an electronic program guide (EPG) ON command is requested by a viewer of said digital television, said visual indicator providing a visual indication

(providing detailed information) when the user selects the visual indicator.

Therefore, at the time the invention was made, it would have been obvious to one with ordinary skill in the art to have provided an indicator on the EPG when

supplemental data was available, as taught by Anderson et al., in the system disclosed by Ebling et al. for the advantage of alerting the viewer to the existence of supplemental data being associated with a program (See Paragraph [0008] of Ebling et al.).

Consider **claim 9**, Ebling et al. combined with Anderson et al., as in claim 8, clearly teach a system for processing ETT data and indication of ETT data on an EPG screen;

The method as set forth in claim 8, said step of detecting comprising detecting packet identifiers (PIDs) of all the received packets of a transport stream for a PID value corresponding to the extended text table (ETT) packet. **(Fig. 18: The individual packets that comprise either particular program channel content, or program specific information, are identified by their Packet Identifiers (PIDs). Processor 22 separates data according to type based on an analysis of Packet Identifiers (PIDs) contained within packet header information and provides synchronization and error indication information used in subsequent video, audio and data decompression. Column 10 Lines 51-58 Ebling et al.)**

Consider **claim 11**, Ebling et al. combined with Anderson et al., as in claim 8, clearly teach a system for processing ETT data and indication of ETT data on an EPG screen;

The method as set forth in claim 8, said step of providing a visual indicator comprising inserting character information **(The predefined unique symbol in this embodiment of the invention for programs that have two-screen static web content is the text string "(W-S)". [0013] Anderson et al.)** pertaining to the existence of the extended text table (ETT) information **(ETT containing text messages describing programs and program sub-channels. Column 11 Lines 64-65 Ebling et al.)** in a predetermined position of a cell portion of the electronic program guide (EPG) screen corresponding to the television channel **(Fig. 1 block 120 Anderson et al.)** including the extended text table (ETT) information. **(ETT containing text messages describing programs and program sub-channels. Column 11 Lines 64-65 Ebling et al.)**

Consider **claim 12**, Ebling et al. combined with Anderson et al., as in claim 8, clearly teach a system for processing ETT data and indication of ETT data on an EPG screen;

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The method as set forth in claim 8, said step of providing a visual indicator comprising adding a specific icon (**Fig. 1. Cell 140 Anderson et al.**) to a cell portion of the electronic program guide (EPG) screen corresponding to the television channel (**A predefined unique symbol denoting programs with one-screen interactive content in this example is a graphic including a lightning bolt and a diagonally split rectangle. [0016] Anderson et al.**) including the extended text table (ETT) information. (**As such, the sub-picture data includes multimedia objects acquired using MODs and an EIT containing descriptive lists of programs (events) receivable on the sub-channels listed in a CIT and also contains an ETT containing text messages describing programs and program sub-channels. Column 11 Lines 60-65 Ebling et al.**)

6. Claims 3 and 10 are rejected under 35 U.S.C. 103(a) as being unpatentable over **Ebling et al. (US Patent 7,150,029)** in view of **Anderson et al. (US Patent Application Publication 2003/0154481)** in further view of **Milnes et al. (US Patent Application Publication 2006/0026645)**.

Consider **claim 3**, Ebling et al. combined with Anderson et al., as in claim 1, clearly teach a system for processing ETT data and providing an indication of ETT data on an EPG screen;

The method as set forth in claim 1, said step of providing a visual indicator (**Fig. 1 For example, in block 140, the show "Willy Wallaby" has associated with it 1-screen supplementary content that is transmitted in association with the program, by means of an ATVEF enhancement viewable on a digital set top box designed to receive it. [0016] Anderson et al.**)

corresponding to the television program including the extended text table (ETT) information. (**ETT containing text messages describing programs and program sub-channels. Column 11 Lines 64-65 Ebling et al.**)

However, Ebling et al. combined with Anderson et al., as in claim 1, do not explicitly teach the ETT data indicator comprising changing the color of the EPG cell. Specifically, Ebling et al. combined with Anderson et al., as in claim 1, do not teach:

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comprising providing a unique color to a cell portion of the electronic program guide (EPG) screen

In the same field of endeavor Milnes et al., which discloses a method of highlighting EPG cells using color change, clearly teach;

comprising providing a unique color to a cell portion of the electronic program guide (EPG) screen **(Fig. 2: In order to make the currently available programs more readily apparent, a portion 135 of portion 105 which is directly below time cell 125 may be color coded or have some other visually distinguishing characteristic. [0024] Milnes et al.)**

Therefore, at the time the invention was made, it would have been obvious to one with ordinary skill in the art to have changed the color of an EPG cell to, as taught by Milnes et al., to indicate the existence of ETT data in the system disclosed by the combination of Ebling et al. and Anderson et al., as combined in claim 1, for the advantage of allowing the viewer to immediately recognize the indicated cells (See paragraph [0024] of Milnes et al.).

Consider **claim 10**, Ebling et al. combined with Anderson et al., as in claim 8, clearly teach a system for processing ETT data and providing an indication of ETT data on an EPG screen;

The method as set forth in claim 8, said step of providing a visual indicator **(Fig. 1 For example, in block 140, the show "Willy Wallaby" has associated with it 1-screen supplementary content that is transmitted in association with the program, by means of an ATVEF enhancement viewable on a digital set top box designed to receive it. [0016] Anderson et al.)**

corresponding to the television channel including the extended text table (ETT) information. **(ETT containing text messages describing programs and program sub-channels. Column 11 Lines 64-65 Ebling et al.)**

However, Ebling et al. combined with Anderson et al., as in claim 8, do not explicitly teach the ETT data indicator comprising changing the color of the EPG cell. Specifically, Ebling et al. combined with Anderson et al., as in claim 8, do not teach:

comprising providing a unique color to a cell portion of the electronic program guide (EPG) screen

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In the same field of endeavor Milnes et al., which discloses a method of highlighting EPG cells using color change, clearly teach;

comprising providing a unique color to a cell portion of the electronic program guide (EPG) screen **(Fig. 2: In order to make the currently available programs more readily apparent, a portion 135 of portion 105 which is directly below time cell 125 may be color coded or have some other visually distinguishing characteristic. [0024] Milnes et al.)**

Therefore, at the time the invention was made, it would have been obvious to one with ordinary skill in the art to have changed the color of an EPG cell, as taught by Milnes et al., to indicate the existence of ETT data in the system disclosed by the combination of Ebling et al. and Anderson et al., as combined in claim 8, for the advantage of allowing the viewer to immediately recognize the indicated cells (See paragraph [0024] of Milnes et al.).

7. Claims 6, 7, 13 and 14 are rejected under 35 U.S.C. 103(a) as being unpatentable over **Ebling et al. (US Patent 7,150,029)** in view of **Anderson et al. (US Patent Application Publication 2003/0154481)** in further view of **Pilat (US Patent Application Publication 2003/0084445)**.

Consider claim 6, Ebling et al. combined with Anderson et al., as in claim 1, clearly teach a system for processing ETT data and providing an indication of ETT data on an EPG screen;

The method as set forth in claim 1, said step of providing a visual indicator **(Fig. 1 For example, in block 140, the show "Willy Wallaby" has associated with it 1-screen supplementary content that is transmitted in association with the program, by means of an ATVEF enhancement viewable on a digital set top box designed to receive it. [0016] Anderson et al.)**

corresponding to the television program including the extended text table (ETT) information. **(As such, the sub-picture data includes multimedia objects acquired using MODs and an EIT containing descriptive lists of programs (events) receivable on the sub-channels listed in a CIT and also contains an ETT containing text messages describing programs and program sub-channels. Column 11 Lines 60-65 Ebling**

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et al.)

However, Ebling et al. combined with Anderson et al., as in claim 1, do not explicitly teach the ETT data indicator comprising changing the color of the EPG cell. Specifically, Ebling et al. combined with Anderson et al., as in claim 1, do not teach:

comprising 2-dimensionally processing a cell portion of the electronic program guide (EPG) screen

In the same field of endeavor Pilat, which discloses a method enhancing awareness of data cells in a grid, clearly teaches;

comprising 2-dimensionally processing a cell portion of the electronic program guide (EPG) screen **(In another embodiment, the enhanced program listing may comprise either 2D or 3D, stationary or animated images (including logos, icons, characters, and so on). [0012] Pilat)**

Therefore, at the time the invention was made, it would have been obvious to one with ordinary skill in the art to have included a two-dimensional image to enhance an EPG cell, as taught by Pilat, in the system disclosed by the combination of Ebling et al. and Anderson et al., as combined in claim 1, for the advantage of enhancing awareness of a particular program listing occurring in the EPG (See paragraph [0008] of Pilat).

Consider **claim 7**, Ebling et al. combined with Anderson et al. further combined with Pilat, as in claim 6, clearly teach a system for processing ETT data and providing an indication of ETT data on an EPG screen;

The method as set forth in claim 1, said step of providing a visual indicator **(Fig. 1 For example, in block 140, the show "Willy Wallaby" has associated with it 1-screen supplementary content that is transmitted in association with the program, by means of an ATVEF enhancement viewable on a digital set top box designed to receive it. [0016] Anderson et al.)** comprising 3-dimensionally processing a cell portion of the electronic program guide (EPG) screen **(In one embodiment, the EPG display comprises a 3D image shown on a display and the predetermined TV program listing appears to "rise up" or "pop out" of the EPG display in 3D space when viewed by the viewer. [0008] Pilat)** corresponding to the television program including the extended text table (ETT) information. **(As such, the sub-picture data includes multimedia objects acquired using MODs and an EIT containing descriptive lists of programs (events) receivable on the**

sub-channels listed in a CIT and also contains an ETT containing text messages describing programs and program sub-channels. Column 11 Lines 60-65 Ebling et al.)

Consider **claim 13**, Ebling et al. combined with Anderson et al., as in claim 8, clearly teach a system for processing ETT data and providing an indication of ETT data on an EPG screen;

The method as set forth in claim 8, said step of providing a visual indicator **(Fig. 1 For example, in block 140, the show "Willy Wallaby" has associated with it 1-screen supplementary content that is transmitted in association with the program, by means of an ATVEF enhancement viewable on a digital set top box designed to receive it. [0016] Anderson et al.)**

corresponding to the television channel including the extended text table (ETT) information. **(As such, the sub-picture data includes multimedia objects acquired using MODs and an EIT containing descriptive lists of programs (events) receivable on the sub-channels listed in a CIT and also contains an ETT containing text messages describing programs and program sub-channels. Column 11 Lines 60-65 Ebling et al.)**

However, Ebling et al. combined with Anderson et al., as in claim 8, do not explicitly teach the ETT data indicator comprising changing the color of the EPG cell. Specifically, Ebling et al. combined with Anderson et al., as in claim 8, do not teach:

comprising 2-dimensionally processing a cell portion of the electronic program guide (EPG) screen

In the same field of endeavor Pilat, which discloses a method enhancing awareness of data cells in a grid, clearly teaches;

comprising 2-dimensionally processing a cell portion of the electronic program guide (EPG) screen **(In another embodiment, the enhanced program listing may comprise either 2D or 3D, stationary or animated images (including logos, icons, characters, and so on). [0012] Pilat)**

Therefore, at the time the invention was made, it would have been obvious to one with ordinary skill in the art to have included a two-dimensional image to enhance an EPG cell, as taught by Pilat, in the system disclosed by the combination of Ebling et al. and Anderson et al., as combined in claim 8, for the

advantage of enhancing awareness of a particular program listing occurring in the EPG (See paragraph [0008] of Pilat).

Consider **claim 14**, Ebling et al. combined with Anderson et al. further combined with Pilat, as in claim 13, clearly teach a system for processing ETT data and providing an indication of ETT data on an EPG screen;

The method as set forth in claim 8, said step of providing a visual indicator **(Fig. 1 For example, in block 140, the show "Willy Wallaby" has associated with it 1-screen supplementary content that is transmitted in association with the program, by means of an ATVEF enhancement viewable on a digital set top box designed to receive it. [0016] Anderson et al.)** comprising 3-dimensionally processing a cell portion of the electronic program guide (EPG) screen **(In one embodiment, the EPG display comprises a 3D image shown on a display and the predetermined TV program listing appears to "rise up" or "pop out" of the EPG display in 3D space when viewed by the viewer. [0008] Pilat)** corresponding to the television channel including the extended text table (ETT) information. **(As such, the sub-picture data includes multimedia objects acquired using MODs and an EIT containing descriptive lists of programs (events) receivable on the sub-channels listed in a CIT and also contains an ETT containing text messages describing programs and program sub-channels. Column 11 Lines 60-65 Ebling et al.)**

Conclusion


Any inquiry concerning this communication or earlier communications from the examiner should be directed to John R. Schnurr whose telephone number is (571) 270-1458. The examiner can normally be reached on Monday - Friday, 7:30am to 5:00pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Patrick Edouard can be reached on (571) 272-7603. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

JRS



PATRICK N. EDOUARD
SUPERVISORY PATENT EXAMINER